

Directories, Listings, Forums, Blogs, News...

Community Websites

presented by:

AgentXL.com

The Basic Business Concept.

A hyper-local community focused website that performs well in search engines, creating positive engagement with local businesses and residents.

Real estate listings are a main attraction of a website supported by local information supplied by partners: Realty Agents, their Associates, and other interested parties are encouraged to submit their content to the site enriching the local information and business connections.

How do you make money?

First, this community website becomes a strong magnet attracting new home buyers and home sellers.

Additionally, your community marketing gives you a stronger community presence, building relationships with other businesses and community services that you offer a Free Listing to on your websites community directory.

You have the potential to generate commercial revenue off the website in the form of advertising, featured listings, and paid editorial. In addition, via our technology and partnership, you can get a piece of the action for every new purchase of our web services that comes through your clients of your website.

This win / win model is powerful because it involves no risk to you the participant, but allows you to make additional revenue beyond your traditional real estate commissions, for every website lead you refer to us.



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The secret power of free.

The secret power of free is that it creates reciprocity with your prospect. Creating a free resource for your leads they will gravitate toward you over the competition. This same principal is true for local merchants.

Providing a free listing in your community directory to local businesses, you will be creating a reciprocity relationship with them. The very idea that you may bring them one new customer through your website is enough to create a trust relationship with you.

You can build on this relationship.

LiveInMyNeighbourhood.com

NEWS EVENTS DIRECTORY CLASSIFIED REAL ESTATE C

Directory

New Profiles

Commercial

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Lifestyle

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Community

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2. The Directory is your excuse to get to know everyone.

It's also your best source of new revenue.

You'll be able to get a lot of information out of local business owners asking them about what they want listed in your free directory.

This will be a great source of leads for everything from advertising to webservices.



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Relationship Building Tools

Providing space on your website, creating new relationships with local businesses and individuals, you will be surprised at what you can learn.

For example, when you ask them for the information they put on your website directory, make sure you ask them about their own website. Get the website address and tell them you will link to it from your community site. You could even offer to do a video post or interview that could be featured on the site and also used to link to their profile.

What might surprise you, is the benefit this is to your own websites ranking and authority.

You will discover many of these local business don't even have a website, and that they have tried or have been trying to get one made.

You can see where this is going I'm sure.

There are so many opportunities available to you at this point.

- Offer them a free web-page if you feel the relationship could be fruitful.
- Install one of our templates for the merchant and show them how they can use it.
- Offer our services.

We will pay you a generous portion (from 20% to 60%) of the advance payment setup fee which will get them up and running. We will also give you 25% of their ongoing hosting bill every single month for bringing us that client.



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Finally, any additional products or services that they buy from us you will also make generous commissions of at least 25%, often more.

No Technical Skills Required.

You don't have to know anything about web design. You will have the full support of our company and our vast network of qualified Internet engineers at your beck and call.

All you have to do is create some good will, build your reputation in the community and keep your ears open for any new business opportunities, we'll do all the technical stuff for you.

We'll even do the closings for you.

Here's how it works:

You use the site to create a "channel" into and about the community. Keep it up to date with new listings using our easy to use listings manager. See our [Video tutorial](#) about importing a listing.

Create content for the website. Either create it yourself (articles, videos, interviews) or encouraging others to do it for you. Our in-house expertise is available, as well as our training material for creating and engaging an online audience.

It really is easier than you might think to get people to start submitting content to a website for you. You won't have to pay them to contribute (although you'll probably feel like you should, some of it will be so good) they'll want to do it all on their own.

Don't think all this is possible? Read on.

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Free Content Factory

How to get free user generated content for your site:

The screenshot shows the website LiveInMyNeighbourhood.com with a navigation menu (NEWS, EVENTS, DIRECTORY, CLASSIFIED, REAL ESTATE) and a 'Lifestyle News' section dated Monday, October 13, 2008. A red box highlights a tip: '3. You write the news, or let the RSS feeds do it for you. Easy blogging tools make it a snap for just about anyone to keep fresh news updating on your site regularly.' The article text discusses Vancouver real estate market trends.

- Get the local schools involved. Kids can make great stuff on their computers these days and a community website is a great place to put it.
- Go to local community groups and organizations. Offer them some free space on your new site. Maybe they'd like to publish their own blog on the website, or maybe they already have one somewhere else that you can republish, giving them some extra exposure, and you some free content.

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- Sponsor or host a free workshop on how to create a blog. Choose a local community venue, either through a local church, school, or community center.
- Advertise in the local newspapers about your community site.
- Advertise on Craigslist and encourage people to submit content.
- Create a contest for the best video submitted over a period of time. Get the local merchants you are listing on your website directory to donate a prize from their store for contests. It will drive more business to them and gets them involved in promoting the contest.
- Send out press releases about local community events and refer back to the coverage on your website. You'll quickly become a channel to the media for information about goings on in your community.

How valuable are these activities and services you're providing to the local community?

How valuable are these activities and services to your own personal profile and reputation as a member of the community?

How we can all make more money

Everyone understands giving a percentage or a flat rate per referral to secure a sale. The only debate becomes how much and how to track it.

Real estate transactions are one of the biggest purchases most people make and they trigger a slew of other transactions from insurance to contracting.

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We can extend both our revenues by growing the reach of these local directories, adding premium listing options, selling web marketing, hosting and development services to the businesses advertising in those directories, as well as potential cost-per-acquisition revenues for driving new leads to these businesses through our specialised regional directories.

How much can you make?

We will pay you a whopping 60% of our setup fees. Our website design fees range widely based on features but they start at the \$400 level and frequently average between \$1800 and \$2300.

For a \$1500 website, you would earn \$900 which you would be paid as soon as we collected from the client. If that site was paying \$49/month for their website hosting service, you could earn \$12.25 for as long as they have their site with us.

A couple of those per month and in a year or two, you'd be making your mortgage payments off that money, all while building your profile online and in your community.

We will put up a page on the YourFarmer.com website that shows you how much money you can earn just by telling your friends about the great sites that "your team" can do for them.

Or if you don't want to even be actively selling them websites or showing them how to get started using our solution, you can simply send us some notes, or even let them discover it on their own while filling out their profiles.

We'll be working through the lists offering them upgrades and helping you to maximize the value of your personal network.

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Summary of benefits.

Creating a community focused website can give you a position within the community that far exceeds a simple real estate agent website.

You instantly become a leader in the community.

You suddenly possess a powerful publishing channel that can amplify your voice in the community and provide a platform to engage others.

Simply being a hub for acquiring leads on buyers and sellers in the area can create a lot of additional revenue for you, but by adding additional revenue from web and other marketing materials, you can significantly add to your overall revenue while building your profile as a real estate agent.

Our Opportunity

We are looking for partners who can benefit from what we've already created by leveraging our technologies to our mutual benefit.

We will give you all the tools you need to build not only your profile in the community, but also your sources of revenue both active and passive.

Unlike your real estate commissions, you will continue to earn money well after the actual sales process is over. Best of all, you'll be doing it all while building your name in the community, and establishing yourself as a local community expert.

To Find Out More Please Visit

<http://YourFarmer.com/special/agent>



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